



## **Duty Statement**

**Sales and Marketing Division  
Sacramento District Office**

### **District Sales Representative 358-711-1790-007**

Under the supervision of the District Sales Supervisor or Lottery Sales Manager, the District Sales Representative serves as the liaison in field contacts between the Lottery and approximately 130-180 Lottery retailer accounts within an assigned geographic area (determined by postal zip codes). The District Sales Representative is assigned a state van and conducts field visits with a predetermined portion of the assigned Lottery retailers in the assigned territory each day to ensure direct contact is maintained with retailers and assistance is provided to Retailers in the marketing of Lottery products.

#### **A. Essential Functions**

- 50% Make professional sales calls on a predetermined weekly or biweekly schedule to service the retailer network. Distribute point-of-sale material and provide merchandising expertise. Analyze data and sales activities and develop plans and alternatives to correct problems and increase sales. Distribute Scratchers® tickets to retailers on an as-needed basis to eliminate out-of-stock situations and ensure appropriate credits/debits are properly recorded.
- 40% Consistently develop new accounts and recruit new retailers. Make recommendations to Sales Division management on whether to terminate a retailer's contract to sell Lottery products. Monitor retailers to ensure Scratchers® tickets are received, stored and sold in a secure manner in accordance with Lottery policy. Resolve problems with retailers or refer retailers to proper person/agency.

#### **B. Marginal Functions**

- 5% Gather information about suspected violations of State laws or Lottery policies and recommend corrective action on simple violations. Refer violations to the Security and Law Enforcement Division for further investigation.

5% Maintain accurate records of retailer contact/schedule visits, vehicle maintenance and mileage. Perform other job-related duties as required.

**C. Supervision Received**

The District Sales Representative receives supervision from and reports directly to the District Sales Supervisor or in his/her absence, the Lottery Sales Manager.

**D. Supervision Exercised**

None.

**E. Administrative Responsibility**

The District Sales Representative serves as a spokesperson for the Lottery, with retailers and customers and performs a significant role in the overall marketing of Lottery products. As a spokesperson, it is critical that each District Sales Representative conducts themselves in a professional manner; maintains the highest level of integrity; and ensures any and all assigned equipment and/or merchandise is maintained in accordance with policy. In addition, the District Sales Representative is responsible for adhering to the laws, rules, policies and procedures pertaining to civil service employees in general and specifically to employees of the California Lottery.

**F. Personal Contacts**

The District Sales Representative will have daily contact with Lottery retailers and customers (the public) in the course of making professional sales calls (field visits). The District Sales Representative will have frequent to daily contact with District Office support staff who take and receive messages and who provide material support and frequent contact with the assigned Lottery Ticket Sales Specialist to resolve retailer order problems or exchange information.

**G. Actions and Consequences**

Failure to provide regular service to Lottery retailers can result in loss of effectiveness of promotional merchandising/point-of-sale material due to out-of-stock/out-of-date/poor condition brochures and posters, etc., which may also result in lost sales. Failure to interact in a courteous and professional basis with Lottery retailers may lose the continuing support of those retailers, establish poor relations and may result in retailer withdrawal, which could decrease the network and overall sales.

**H. Other Information**

The District Sales Representative must possess a valid driver's license in order to perform the essential duty of conducting daily field visits with Lottery retailers.

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Supervisor's Signature

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Date

I have read and understand the duties as described above.

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Signature of Incumbent

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Date